

  
 STREET & FINNEY  
 INCORPORATED  
 45-45  
 WEST 34<sup>TH</sup> ST  
 NEW YORK

Advertiser **Parker Pen Company**  
 Caption **"Side Talks"**

Date Jan. 20, 1913.

O. B.

THE MOST INTERESTING SUBJECT  
 IN THE UNITED STATES

The most interesting subject in the United States today is Moving Pictures.

It is destined to become the leading amusement in America. The magazines are writing articles about it, and about men who have become millionaires out of the moving picture business.

There are moving picture actors who get \$10,000 a year, and companies of moving picture actors are sent all over the world to get new scenes and material for the pictures.

The fact that theatres of the most elaborate kind are built solely for moving pictures, and operated at a charge of 5 ¢ to 10 ¢ per admission with great profits, proves the public's interest in this sort of entertainment.

And there is no cheaper or more effective form of advertising for the local dealer than lantern slides displayed in the local moving picture shows -- particularly if the lantern slides connect the local dealer with national advertising.

Now here is the curious part. If the local stationer, for instance, runs lantern slides which display his name and address only, they are not nearly so effective as lantern slides which give cost of their space to some well-known, national advertised product, and have the dealer's name at the bottom as a seller of this famous product.

This is curious, but it is true, and has been proved by observation and experience. And here is the explanation! The slide displaying the dealer's name is merely stray information, more or less. Whereas the slide coupling dealer's name with some particular product is definite information. And it is definite information which sticks in a reader's mind.

For in every locality there is a certain definite demand created by national advertising -- a certain number of people who are interested in the article advertised. Now these people do not always know where the advertised article can be obtained in their city or town. And the dealer who lets the greatest number of people know that he is carrying this advertised article reaps the greatest benefit of the national advertising which

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is circulated through his city.

Another point. There is no way whereby a local dealer can display his advertising and get such concentrated attention as he can at a moving picture show.

In the first place, people go there with one object in mind, and that is to use their sight,— to see pictures. And their entire attention is riveted on the screen where the pictures are displayed.

So everything that goes on that screen is bound to get their close attention. You will readily see that if some definite fact, of special interest to the person seeing it, is thrown on the screen, it is sure to stick in the memory of that person. And this jogging of the memory is the first step toward possession.

The cost of such advertising is very low. The dealer makes arrangements direct with the manager of the moving picture theatre, to show his slides a certain number of times daily, for a certain number of days. Thus, even with the constantly changing audiences, every person visiting the theatre is sure to see the dealer's slide.

Now the Parker Pen Company has gone into this moving picture slide business very carefully. And we have found out how to handle the important matter of effective display in these slides.

The result is a series of handsome hand colored slides on the Parker Lucky Curve Fountain Pen, which any dealer will be proud to have his name on.

We will furnish these slides ---nsimilar to the cut, shown above, with your name and address inserted, or any special wording you desire, provided it can be inserted in the blank space shown.

These slides will be furnished free to any dealer who will absolutely assure us that they will be used.

And while we are glad to furnish these slides to any dealer who will agree to use them, we think it is only fair that the first dealer making application in each city should have that privilege exclusively for a few weeks.

Call up the manager of your nearest local moving picture theatre. You'll be surprised how cheaply he will display these slides for you at each performance daily. Then write us for further information and circular matter relative to the Parker Pen Lantern Slide Service.

"WHAT PRICE PEN DO YOU WANT ?"

This is the first question -- or seldom later than the third question -- that many salesmen fire at a customer as soon as he comes into a store to purchase merchandise.

In other words, they try to make the price question the most important thing about the article that a person wants to buy. They never stop to think that the average person has not a fixed conception of how much money he ought to spend to get a good and satisfactory article in any line, particularly a fountain pen.

As a matter of fact, a man doesn't want a \$2, \$3, \$4, or \$5 fountain pen. What he wants is a pen that is satisfactory, the right kind of a pen to suit his daily requirements. While possibly he has fixed a limit in his mind on what he will spend for the article, the man behind the counter should be intelligent and thorough enough to take the trouble to sell his customer the article that will best meet his requirements and give him satisfaction.

It is actually operating along the lines of least resistance for a salesman to simply hand out an article of merchandise which he happens to know will meet the real needs of the customer he is trying to sell, rather than to place the price question in the customer's mind as the vital one.

We have known salesmen to whom a customer often asked the price of an article two or three times before they would mention it. In other words, they would suit a customer's needs before prejudicing him against the article by quoting the price, which perhaps might be higher than the customer had originally framed in his own mind. Such men really merit the title of salesmen.

As one salesman recently put it "Sell the man the goods thoroughly first, then quote the price."

To illustrate this point, here is an incident the writer saw one day in a large furniture store.

A woman who entered was met at the door by a real salesman -- an artist in his line. The woman stated that she wished to purchase a dining room table. Now this salesman did not rush her off to some tables, and fire out prices like shots from a Gatling gun. He simply asked the lady to kindly be seated, and drew up for her a nice, comfortable chair which he saw near at hand. Then he asked the following questions:

"Will you kindly tell me, Madam, what is the general color scheme of your dining room ?"